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January 5, 1987

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Moffitt sells Esquire

Year's 'best deal'?

By STUART J. ELLIOTT

NEW YORK—Phillip Moffitt hopes to remain "a permanent member of the magazine community in some way" after last week's lucrative sale of his Esquire Magazine Group Inc.

The long-expected sale of EMGI to Hearst Corp., American Express Publishing Corp. and Whittle Communications (AA, Dec. 15, *et seq.*), closed Dec. 30. It has made millionaires of Mr. Moffitt, EMGI's president/ceo/editor-in-chief, and his close associates, such as Wilma Jordan, EMGI's chief operating officer. One industry observer called the sale "maybe the best deal anybody has made in a long time."

Bruce Wasserstein, co-head of First Boston Corp.'s investment banking department here—called by *New York* one of Wall Street's "powers that will be"—handled the sale of EMGI for perhaps as much as a stunning $100 million. Estimates are necessary because the parties involved are not discussing figures, other than Mr. Moffitt's statement that shareholders got "a great price."

As expected, Hearst bought *Es-*

(Continued on Page 66)

Forecast

AA reporters spot '87's hits

In the columns below, some of the senior ADVERTISING AGE *reporters who cover advertisers, agencies and media go on record with predictions of stories they expect to cover during the year:*

Marketers: Yet more mergers

1. Mergermania will continue, with family-owned or family-dominated companies like Noxell, Block Drug, Campbell and S.C. Johnson & Son under increasing pressure to sell out for their valuable brand names.
2. Brand loyalty will continue to decline as consumers seek more narrowly targeted products and as regional and local marketing encourages more promotion at the expense of advertising.
3. The pharmaceutical industry's r&d breakthroughs include baldness treatments and anti-cholesterol aids. Lecithin and fish oils are emerging as the next hot health-oriented supplements.
4. With Jell-O joining the brand names on lines of clothing, Oreos, Life Savers, Chiquita and others will seek licensees as well.
5. Procter & Gamble will solidify its claim as the nation's leading pharmaceutical company when it hits paydirt with sucrose polyester and a plaque-fighting mouthwash.
6. The next wave of specialty food retailers will appeal to muffin, popcorn and coffee aficionados.
7. Food companies will see their experiments with aquaculture and hydroponics begin to yield new food processes for fresh seafood, vegetables and fruits year-round.
8. A backlash against the Yuppies' syndrome will find marketers appealing more to their family orientation and simple life styles.

—Nancy Giges

Agencies: Burnett-Ayer link?

1. Leo Burnett Co. and N W Ayer will merge, forming a "heartland" powerhouse agency.
2. Saatchi & Saatchi Co., as it begins to consolidate agencies, specifically Ted Bates Worldwide and Backer & Spielvogel, will face an unfriendly takeover attempt as a corporate raider, lured in

(Continued on Page 64)

Is '87 marketers's

NEWSPAPER

CONGELI AA 870199 99 YHA
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014
*****5-DIGIT 20014

High-tech toys signal plusher ad budgets

By SARA E. STERN

The $12 billion toy industry's move toward high technology will lessen its dependency on animated tv series as a prime marketing vehicle while increasing its media advertising spending.

The success of Teddy Ruxpin, the first talking plush toy introduced in 1985, and the zooful of competitors on toy shelves in 1986, have created a $500 million market for interactive toys. Even more sophisticated products are about to be introduced this year, including a talking Cabbage Patch Kid from

(Continued on Page 62)

Tonka's SuperNatural line of holographic action figures, available in March, features characters with dual personalities.

Retailers remain faithful to holiday hype tactics

By SARAH E. MORAN

Many retailers are pledging allegiance for 1987 to purchase-with-purchase and gift-with-purchase plans despite less than glowing reviews from analysts about their 1986 performance.

"We attributed a big part of our success to our 'Jingle Bear' purchase-with-purchase promotion," said a spokesman for the 42-store Broadway unit of Carter Hawley Hale Stores, Los Angeles. "We sold 400,000 bears between Nov. 14 and Dec. 11 and plan to continue the program in some way, possibly even bigger than what we did in 1986."

Many big retailers began promoting stuffed bears, reindeer and dogs; cameras; Christmas records, and other come-ons as early as October. The promotions offered shoppers either a free item or a crack at buying something exclusive to that retailer if they made a minimum purchase at the store.

Preliminary sales results, however, indicated the promotions merely had shifted sales to earlier in the season rather than generating additional sales volume (AA, Dec. 22).

Woodward & Lothrop, Washington, sold more than 500,000 "Kringle" bears by the second week of December. "We would definitely do this again next year," a spokesman said. "Once Kringle was gone, however, daily sales took a dive until a few days before Christmas when they picked up again."

Minneapolis-based Dayton Hudson Corp., which ignited the purchase-with-purchase craze a year ago

(Continued on Page 61)

Last Minute News

Last Minute News begins on page 8 this week.

Highlights

Moffitt parts with Esquire 1
Phillip Moffitt hopes to remain "a permanent member of the magazine community in some way" after last week's lucrative sale of his Esquire Magazine Group Inc. to Hearst Corp., American Express Publishing Corp. and Whittle Communications.

High Life's comeback 3
Miller Brewing Co. is moving into second gear with one of 1986's unlikeliest success stories: The regeneration of its High Life brand.

Ad growth slow through '80s 4
Slower growth is in store for ad agencies and ad-supported media for the rest of the decade, according to predictions by Veronis, Suhler & Associates, an investment banking company involved in communications company mergers and acquisitions.

Cohen pops for independence 12
When creative director Howie Cohen blew up the Jack in the Box clown in the 1980 commercials for the fast-food chain, he did so from the security of a well established agency with New York credentials, Wells, Rich, Greene. Today, he's still trying to create a sales explosion for Jack in the Box, but this time from the insecurity of his own agency, 18-month-old Cohen/Johnson.

Children's clothes with flavor 22
General Foods is setting up a line of Jell-O children's clothes in bright colors that imitate the gelatin's flavors. The company has signed Garan Inc., marketer of Garanimals sportswear, to create the line for fall, 1987, in time for back-to-school shopping.

Sniffing out lemon detergents 49
Colgate-Palmolive Co. is hurrying to beat Lever Bros. to store shelves nationally with a lemon-scented liquid automatic-dishwashing detergent.

Vying for videotape lead 54
The market for blank videotape is so volatile that the top six marketers exchange places almost every quarter, with the leaders in the $1 billion category separated by only two or three percentage points, at most.

B-Cal's direct-mail flight 59
British Caledonian Airways this month starts a major direct-marketing program, aimed at consumers, intended to boost revenues from its five U.S. gateways by 10% within one year. B-Cal will spend more than $2 million annually to reach consumers aged 35 to 55 with household incomes exceeding $55,000.

INTERNATIONAL

Global Brazil campaign on hold 43
The global advertising plans of Varig Airlines, Brazil's national airline, have ground to a halt due to conflicts within the company over whether to spend for advertising or new planes.

Hurdles for Saatchi 43
In making the buy-up of consulting companies its "focal point for the rest of the decade," Saatchi & Saatchi Co., London, has picked a field, like advertising, which has had feverish merger and acquisition activity in the past two years. Some observers are skeptical about whether the consulting business will be as responsive to Saatchi overtures as the ad agency field has been.

OTHER NEWS

Mergermania will continue, predict Advertising Age senior reporters in their overview of what's in store for 1987. Page 1.

Many retailers are pledging allegiance for 1987 to purchase-with-purchase and gift-with-purchase plans despite less than glowing reviews from analysts about 1986 performance. Page 1.

In preparing for midseason prime time schedule changes, the networks' availability of replacement series follows the same order as the ratings: NBC, CBS, ABC. CBS probably needs its backups most, as it tries to narrow the gap with NBC by season's end in April. Page 3.

The list of top 10 most-recalled ads has been affected by everything from skirmishes in the cola industry to little old ladies touting hamburgers. But November marks the first time a group of doo-wopping raisins has captured top honors in Advertising Age's adWatch survey. Page 3.

The days of depicting consumers over the age of 50 as individuals in their "golden years" are over. A new survey reveals that 98% of major advertisers surveyed believe mature consumers prefer to be depicted as healthy, physically active adults. Page 6.

The videogame, long considered down and out, is rising from the ashes. Particularly hot this Christmas were the more expensive videogame consoles. But while videogames are thriving, videocassette recorder-based games are faltering. Page 12.

Kraft Inc.'s buyout of Shelby's Original Texas Chili is forcing competing regional brands to spice up their advertising and distribution plans. The fledgling gourmet chili mix category is expected to get hot as these marketers move into the East Coast and Midwest. Page 50.

CBS Sports president Neal Pilson flat out guarantees that the network will cover the $166 million rights fee nut for the NCAA Basketball Tournament. He further predicts CBS will make a profit well over the 10% profit margin other CBS executives were quoted as predicting. Page 55.

NOTICE

Due to late cancelation of an insert, Pages 31 to 34 of this issue are missing.

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Ayer makes final bid to retain Army

By JANET MEYERS

Washington—As the Army reviews "best and final" financial offers from five agencies seeking its $100 million recruitment advertising account, N W Ayer is making a last-ditch effort to regain the business it held virtually unchallenged for 19 years.

Six agencies, including Ayer, bid for the account in September, but incumbent Ayer was disqualified in November as the Army barred it from new government contracts after raising questions about Ayer's handling of the account (AA, Dec. 1, *et. seq.*).

An outside attorney representing Ayer said last week Army lawyers had indicated to him that Ayer may yet have a shot at winning the new Army ad contract if the agency's suspension from seeking government work is lifted before another agency is selected.

However, an Army spokesman contended Ayer is out of the current competition. The agency, if it is promptly cleared to again seek government work, may ask the Army to reconsider the results of the competition, the spokesman said. It may also ask the Army to compensate Ayer for its expenses in seeking the account, he added.

The finalists—BBDO, DFS Dorland Worldwide, SSC&B, Young & Rubicam, all of New York, and Ogilvy & Mather, Chicago—were asked to submit their best and final offers to the Army Jan. 5. A decision on a winner is expected in two to three weeks. Ayer's contract with the Army expired Dec. 31.

Ayer last week was hoping it could still salvage the review if it could convince the U.S. attorney in New York to close his 3-year-old investigation of the agency.

Ayer also has considered court action to delay selection of a new agency until the Army rules on Ayer's suspension appeal, said Steve Lawrence, partner at Pep-

(Continued on Page 66)

AA, Eurocom hit by hoax

New York—Advertising Age published a bogus report in its "For the Record" column of Dec. 22.

The item stated that Eurocom president-ceo Bernard Brochand would be replaced in April by "Kris Ericsson," described as a Eurocom majority stockholder who had been on leave in protest against "Eurocom's 1985 nationalization by the French government."

Although the news release displayed the heading, "Eurocom Group, Paris," the published story came as a complete surprise in Paris to Mr. Brochand, who termed it "totally groundless," and added, "It sounds very much to us as if you had been the victims of a hoax."

The identity of "Kris Ericsson" is "completely unknown" to the Havas or Eurocom companies, Mr. Brochand said.

Mr. Brochand pointed out that the denationalization of Havas—the parent company of Eurocom and a Eurocom minority shareholder—"will have no impact on the management of Eurocom," which continues as an independent company.

Mr. Brochand, who continues as Eurocom president-ceo, also added, "We are delighted to be able to report that Eurocom had a very successful 1986 and hope that 1987 will be another good year."#

West Coast News

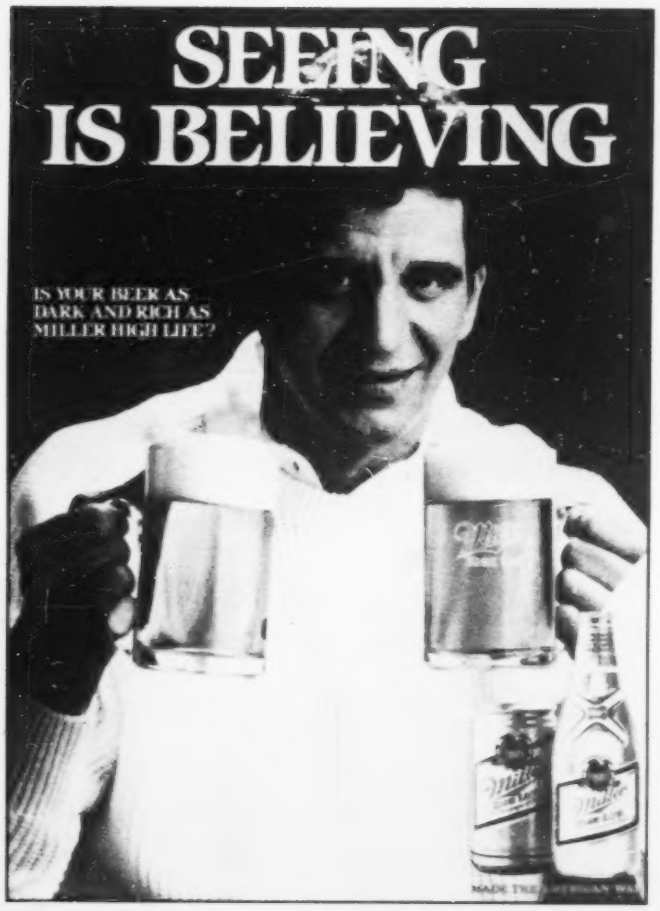
Craftmart taps Gardner as its first agency

Menlo Park, Cal.—Craftmart, an eight-unit Bay Area craft and hobby retail chain, has hired Gardner Communications, San Francisco, as its first agency. Its ad budget will hit $1.5 million in 1987 with plans to enter Southern California.

Livingston, Cal.—**Foster Farms** is aiming upscale in a magazine campaign that broke Jan. 4 for Select Servings, a new line of boneless, skinless fresh chicken. Ads on three consecutive pages in northern California editions of magazines will use artistic, theatrical and literary themes. The campaign, to expand throughout Foster Farms' western marketing territory by midyear, is the first work for the company from its newly named agency, Chiat/Day, Los Angeles. McCann-Erickson, San Francisco, previously handled.

Los Angeles—**General Motors'** Chevrolet division this week starts a West Coast-only tv campaign for the Nova. The effort features a futuristic auction in which the vehicle is called a classic example of Japanese design with American workmanship. Vic Olesen & Partners handles.

Los Angeles—**The Dodgers** have linked with Spanish-language KWKW radio here to broadcast the 1987 baseball season throughout Southern and central California. The arrangement involves five additional local stations in a so-called Dodger Spanish Radio Network. KWKW previously carried the Dodgers from 1958 to 1973.#



Miller sees hope for its High Life

By SCOTT HUME

Miller Brewing Co. is moving into second gear with one of 1986's unlikeliest success stories: The regeneration of its High Life brand.

Asserting that the brand's steady, five-year sales erosion has been stemmed by the combination of the "Made the American way" campaign from J. Walter Thompson USA, New York, and the success of the High Life Genuine Draft brand extension, Miller is confident it has defied the widely held brewing industry adage that beer brands cannot be rescued once they start declining.

The No. 2 brewer now faces the equally difficult task of again increasing High Life sales, which analysts say dropped below 12 million bbls. in 1986 after peaking in '81 at more than 23 million bbls. With sales of Genuine Draft added, however, the High Life brand ended 1986 at about 1985's approximately 12.5 million-bbl. sales level, keeping it the nation's No. 3 brand.

Miller executives definitely see the two High Life brands working in tandem rather than at odds with one another.

"We look at Miller High Life as a franchise, and we're determined to strengthen it," said Miller group product director Jerry Schmutte. "The High Life franchise had been declining for several years, but since February, 1985 [when JWT's 'Made the American way' campaign began], we have significantly reduced the rate of decline.

> "The High Life franchise had been declining for several years, but since February, 1985, we have significantly reduced the rate of decline."
>
> ***—Jerry Schmutte***

"And the addition of High Life Genuine Draft has energized all the equity we have in the Miller name, which was one of the goals.

"While we haven't quite turned around original High Life yet, we know we've done the fundamentals and strengthened the Miller name" to the point where a turnaround can begin, he said.

Actor and former National Football League star

(Continued on Page 65)

Actor Ed Marinaro serves as spokesman for the second phase of Miller Brewing's "Made the American way" ad effort as it tries to turn around its premium High Life brand.

Networks dip into midseason stash

By JAMES P. FORKAN

NEW YORK—In preparing for midseason prime time schedule changes, the networks' availability of replacement series follows the same order as the ratings: NBC, CBS, ABC.

Of the three, CBS probably needs its backups most, as it tries to narrow the gap with NBC by season's end in April. Many agency executives fear the latest CBS management reorganization (AA, Dec. 15) increases the pressure on B. Donald Grant by leaving the CBS Entertainment president "on his own," either to "take the total blame" for failing to close in on NBC or the credit if CBS gains appreciably.

Mr. Grant already has called up three of his backups: "The Cavanaughs," "Outlaws" and "The Shell Game."

"The Shell Game" is due Jan. 8 against NBC's "Cosby Show" and "Family Ties," after CBS last week re-revised its Thursday lineup, placing "Designing Women" on reserve and canceling "The Twilight Zone."

ABC, having now slotted "Dads," "Gung Ho" and "Ohara," saw its bench material dwindle to "Harry," starring Alan Arkin.

Brandon Stoddard, ABC Entertainment president, seems to be focusing on the longer-term, spring tests for "Mariah State Prison" and "Max Headroom" and early commitments for several fall, 1987, series.

ABC's Monday movie package replaced football on Dec. 29 with the rerun "Love Thy Neighbor"; the first new title will be "On Fire," starring John Forsythe, on Jan. 5.

Also, ABC has renewed the low-rating "Starman" for a full season but ordered only five more episodes of "Jack & Mike," indicating a change is probable at 10 p.m. (ET) Tuesday.

CBS now has five contenders left, led by "Houston Knights," which may air at 8 p.m. or 9 p.m. Saturday. The others are "Spies" with George Hamilton, "Hard Copy," "The Popcorn Kid" and "Late Bloomer."

"Late Bloomer," as a "Kate & Allie" spin-

(Continued on Page 65)

FTC stands firm on ruling limiting fat claims for milk

By JANET MEYERS

WASHINGTON—Dairy food promoters got sour news late last month when the Federal Trade Commission rejected an American Dairy Assn. bid to overturn an FTC order banning it from advertising milk as "96% fat-free."

The ADA, which is the marketing arm of the United Dairy Industry Assn., Chicago, may ask the FTC to reconsider, an ADA attorney said.

The association said milk had been singled out arbitrarily by the 1973 FTC order because no other beverages or foods were banned from making claims about their fat contents.

Making the fat-free claim has become particularly important to the ADA, which, together with the National Dairy Promotion & Research Board, Arlington, Va., has sought ways to promote dairy foods as healthy and nutritious.

Nutritionists often single out dairy products as containing high amounts of fat and cholesterol.

Current advertising, via D'Arcy Masius Benton & Bowles, Chicago, describes milk as "America's health kick," while other campaigns point out dairy foods' high calcium content. McCann-Erickson, San Francisco, handles the calcium ads.

The FTC first imposed the ban because of a radio campaign by then ADA agency Leo Burnett USA, Chicago, that talked about milk being "96% fat-free." The inference, said an FTC staffer, was that fat had been removed from the milk.

Whole milk contains less than 4% fat by weight, but most of its weight is in noncaloric water. Actually, 48% of the calories in milk come from saturated butterfat.#

World News Roundup

GENEVA—International Institute on Multinationals, set up with Nestle's financial backing in the 1970s to improve the public perception of multinational companies, will close its doors "because the public now sees multinationals in a much more favorable light than it did a decade ago."

MONTREAL—The Quebec government split its $4.5 million tourism account for advertising outside the Canadian province between Scali, McCabe, Sloves and Groupe Morrow. The account previously was split between Vickers & Benson and Publicite Martin.

SANTIAGO—British American Tobacco, known here as Compania Chilena de Tabacos, this year will launch a low-tar cigaret called "Colombia Ultra Lights," sources say. The account is handled by Leo Burnett Co.

AMSTERDAM—Ricoh Electronics picked N W Ayer for its European account, estimated at $10 million over three years. The first cam-

(Continued on Page 43)

ADWATCH

Clay crooners raisin' interest

By JULIE FRANZ

The list of top 10 most-recalled ads has been affected by everything from skirmishes in the cola industry to little old ladies touting hamburgers. But November marks the first time a group of doo-wopping raisins has captured top honors in ADVERTISING AGE's adWatch survey.

AdWatch measures monthly awareness of advertising both over-all and in a variety of product categories.

In November, ads for the California Raisin Advisory Board, Fresno, were mentioned most often when consumers were asked to name the ad that first came to mind of all advertising seen, heard or read in the past 30 days.

The raisin spots garnered 3.1% of first mentions among all advertising seen during the month. That spot is most often held by Coca-Cola or McDonald's, whose recall score is as much a function of media weight as it is advertising creativity.

The two raisin commercials featured animated clay raisins in oh-so-cool sunglasses and white gloves strutting their stuff to Marvin Gaye's "I Heard It Through the Grapevine."

In the first spot, a chorus line of raisins high-steps across a living-room table, snubbing other less nutritious snacks. The

(Continued on Page 65)

Newspaper Advertising SAU Inches in the MRCS

October 1986 vs. October 1985

AKRON, OH

	1986 Full Run	1986 Part Run	1985 Full Run	1985 Part Run
Beacon Journal (E)	111 844		119 199	
Beacon Journal (S)	54 106		59 464	
Grand Total	165 950		178 663	

NOTE: Part run figures not available

ALLENTOWN, PA

Call (M)	73 116	14 [illegible]	[illegible]	[illegible]
Call (S)	46 [illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

ATLANTA, GA

Journal (M)	116 [illegible]	31 [illegible]	79 [illegible]	3 [illegible]
Journal (E)	111 [illegible]	[illegible]	97 [illegible]	4 [illegible]
Journal & Constitution (S)	175 [illegible]	[illegible]	181 [illegible]	44 [illegible]
Journal & Constitution (Sat)	97 [illegible]	[illegible]	82 [illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

BALTIMORE, MD

News (M)	[illegible]	[illegible]	134 [illegible]	[illegible]
Sun (M)	[illegible]	[illegible]	[illegible]	[illegible]
Sun (E)	[illegible]	[illegible]	165 [illegible]	[illegible]
Evening Sun (E)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

BERGEN COUNTY, NJ

Record (M)	[illegible]	[illegible]	[illegible]	[illegible]
Record (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

BOSTON, MA

Herald (M)	[illegible]	[illegible]	[illegible]	[illegible]
Herald (S)	[illegible]	[illegible]	[illegible]	[illegible]
Globe (M)	[illegible]	[illegible]	[illegible]	[illegible]
Globe (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

BUFFALO, NY

News (M)	[illegible]	[illegible]	[illegible]	[illegible]
News (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

CAMDEN, NJ

Courier Post (E)	[illegible]	[illegible]	[illegible]	[illegible]
Courier Post (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

CHARLOTTE, NC

News (E)	[illegible]	[illegible]	[illegible]	[illegible]
Observer (M)	[illegible]	[illegible]	[illegible]	[illegible]
Observer (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

CHICAGO, IL

Sun-Times (M)	[illegible]	[illegible]	[illegible]	[illegible]
Sun-Times (S)	[illegible]	[illegible]	[illegible]	[illegible]
Tribune (M)	[illegible]	[illegible]	[illegible]	[illegible]
Tribune (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: Tribune figures supplied by publisher to Media Records

CINCINNATI, OH

Enquirer (M)	179 875	17 [illegible]	161 [illegible]	6 431
Enquirer (S)	[illegible]	11 [illegible]	[illegible]	13 [illegible]
Post (E)	89 [illegible]	27 [illegible]	90 [illegible]	17 [illegible]
Grand Total	[illegible]	43 [illegible]	[illegible]	31 [illegible]

CLEVELAND, OH

Plain Dealer (M)	155 332	36 341	153 906	31 071
Plain Dealer (S)	124 705	10 023	117 715	6 894
Grand Total	280 037	46 364	271 621	37 965

DALLAS, TX

News (M)	298 452	15 874	317 005	21 127
News (S)	152 486	12 267	183 066	15 658
Times Herald (AD)	229 123	45 521	261 111	30 236
Times Herald (S)	108 229	21 774	132 841	12 495
Grand Total	788 290	95 436	894 023	79 516

DENVER, CO

Rocky Mt. News (M)	289 698	6 816	295 369	4 517
Rocky Mt. News (S)	92 842	2 050	97 125	3 308
Post (M)	211 123	12 994	197 041	4 315
Post (S)	111 196	1 132	117 009	3 685
Grand Total	704 859	22 992	706 544	15 825

DETROIT, MI

Free Press (M)	107 767	57 742	106 956	46 468
Free Press (S)	46 493	40 951	55 859	23 739
News (AD)	170 487	48 555	165 871	42 115
News (S)	94 517	26 299	87 445	29 007
Grand Total	419 264	173 547	416 131	141 329

ESCONDIDO, CA

Times Advocate (E)	150 880	4 279	[illegible]	[illegible]
Times Advocate (S)	13 971	35	[illegible]	[illegible]
Grand Total	153 851	4 254	[illegible]	[illegible]

NOTE: 1985 figures not available

FORT LAUDERDALE, FL

News & Sun Sentinel (M)	111 346	[illegible]	116 284	[illegible]
Sun Sentinel (M)	78 [illegible]	[illegible]	[illegible]	[illegible]
Grand Total	189 [illegible]	[illegible]	176 430	[illegible]

NOTE: [illegible]

FORT WAYNE, IN

Journal Gazette (M)	66 [illegible]	[illegible]	63 [illegible]	[illegible]
Journal Gazette (S)	15 [illegible]	[illegible]	18 [illegible]	[illegible]
News Sentinel (E)	47 [illegible]	[illegible]	48 [illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

NOTE: [illegible]

GREENWICH STAMFORD, CT

News (E)	97 [illegible]	1 [illegible]	80 [illegible]	1 [illegible]
News (S)	54 [illegible]	[illegible]	58 [illegible]	[illegible]
Advocate (E)	116 [illegible]	16 [illegible]	124 [illegible]	6 [illegible]
Advocate (S)	67 [illegible]	[illegible]	67 [illegible]	[illegible]
Grand Total	366 [illegible]	18 [illegible]	330 [illegible]	8 [illegible]

HARTFORD, CT

Courant (M)	[illegible]	[illegible]	[illegible]	[illegible]
Courant (S)	[illegible]	[illegible]	[illegible]	[illegible]
Courant (Sat)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

HONOLULU, HI

Advertiser (M)	[illegible]	[illegible]	[illegible]	[illegible]
Star-Bulletin (E)	[illegible]	[illegible]	[illegible]	[illegible]
Star-Bulletin & Advertiser (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

HOUSTON, TX

Chronicle (M)	[illegible]	[illegible]	[illegible]	[illegible]
Post (M)	[illegible]	[illegible]	[illegible]	[illegible]
News (M)	[illegible]	[illegible]	[illegible]	[illegible]
Chronicle (S)	[illegible]	[illegible]	[illegible]	[illegible]
Post (S)	[illegible]	[illegible]	[illegible]	[illegible]
Grand Total	[illegible]	[illegible]	[illegible]	[illegible]

LONG BEACH, CA

Press-Telegram (M)	119 [illegible]	30 [illegible]	112 [illegible]	[illegible]
Press-Telegram (S)	66 [illegible]	3 [illegible]	51 [illegible]	[illegible]
Grand Total	185 [illegible]	33 [illegible]	164 [illegible]	[illegible]

NOTE: [illegible]

LONG ISLAND, NY

Newsday (E)	146 [illegible]	123 [illegible]	150 [illegible]	44 [illegible]
Newsday (S)	108 [illegible]	83 [illegible]	111 [illegible]	41 [illegible]
Grand Total	255 [illegible]	206 [illegible]	264 [illegible]	133 [illegible]

LOS ANGELES, CA

Times (M)	379 [illegible]	304 [illegible]	395 [illegible]	301 [illegible]
Times (S)	264 [illegible]	93 [illegible]	171 [illegible]	99 [illegible]
Herald Examiner (M)	66 [illegible]	2 [illegible]	82 [illegible]	10 [illegible]
Herald Examiner (S)	35 544	9 601	14 069	7 687
Grand Total	566 [illegible]	415 [illegible]	594 [illegible]	418 [illegible]

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	191 [illegible]	54 [illegible]	231 [illegible]	33 [illegible]
News (S)	86 [illegible]	1 [illegible]	80 [illegible]	3 [illegible]
Grand Total	278 [illegible]	56 [illegible]	311 [illegible]	37 [illegible]

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	220 484	[illegible]	224 374	[illegible]
Grand Total	220 484	[illegible]	224 374	[illegible]

NOTE: Figures supplied by publisher to Media Records

*LOUISVILLE, KY

Courier Journal (M)	103 360	65 202	100 397	66 362
Courier Journal (S)	62 741	60 451	63 647	62 111
Times (E)	100 590	102 120	108 264	87 101
Grand Total	266 691	227 773	272 308	215 574

NOTE: Figures supplied by publisher to Media Records

*MEMPHIS, TN

Commercial Appeal (M)	139 928	113 728	141 211	109 186
Commercial Appeal (S)	95 934	8 001	87 423	10 020
Grand Total	235 862	121 729	228 634	119 206

NOTE: Figures supplied by publisher to Media Records

MIAMI, FL

Herald (M)	172 273	[illegible]	174 829	[illegible]
Herald (S)	84 003	[illegible]	102 830	[illegible]
News (E)	67 989	[illegible]	63 060	[illegible]
Grand Total	323 265	[illegible]	340 719	[illegible]

NOTE: Part run figures not available

MINNEAPOLIS, MN

Star & Tribune (AD)	128 494	25 554	129 212	21 993
Star & Tribune (S)	139 160	6 098	134 594	6 193
Star & Tribune (Sat)	25 679	[illegible]	24 019	[illegible]
Grand Total	293 333	31 852	287 825	28 186

*NASHVILLE, TN

Banner (E)	121 595	[illegible]	124 981	[illegible]
Tennessean (M)	123 128	[illegible]	123 723	[illegible]
Tennessean (S)	89 024	[illegible]	91 408	[illegible]
Grand Total	333 739	[illegible]	340 112	[illegible]

NOTE: Figures supplied by publisher to Media Records

NEW BRUNSWICK, NJ

Home News (E)	105 420	2 354	100 531	75
Home News (S)	75 787	8 878	70 656	904
Grand Total	180 707	11 232	171 187	979

NEW YORK, NY

Times (M)	212 059	56 159	188 666	15 369
Times (S)	205 095	124 758	210 925	129 507
News (M)	69 217	108 039	70 574	121 659
News (S)	43 806	83 532	40 486	93 108
Post (AD)	62 894	7 192	65 737	7 188
Grand Total	593 171	379 680	576 388	366 827

NEWARK, NJ

Star Ledger (M)	131 [illegible]	6 [illegible]	139 [illegible]	6 [illegible]
Star Ledger (S)	198 [illegible]	33 [illegible]	198 [illegible]	33 [illegible]
Grand Total	329 [illegible]	39 [illegible]	338 [illegible]	40 [illegible]

OAKLAND, CA

Tribune (M)	90 [illegible]	86 [illegible]	96 [illegible]	74 [illegible]
Tribune (S)	47 [illegible]	41 [illegible]	49 [illegible]	35 [illegible]
Grand Total	137 [illegible]	127 [illegible]	145 [illegible]	109 [illegible]

OCEANSIDE, CA
SAN DIEGO COASTAL NORTH COUNTY

Blade Tribune (E)	112 [illegible]	6 [illegible]	89 [illegible]	4 [illegible]
Blade Tribune (S)	86 [illegible]	[illegible]	89 [illegible]	[illegible]
Grand Total	199 [illegible]	6 [illegible]	189 [illegible]	4 [illegible]

NOTE: Blade Tribune Evening published five days a week only

ORANGE COUNTY, CA

Register (AD)	140 [illegible]	97 [illegible]	146 [illegible]	95 [illegible]
Register (S)	126 [illegible]	6 [illegible]	126 [illegible]	4 [illegible]
Grand Total	267 [illegible]	103 [illegible]	273 [illegible]	99 [illegible]

PHILADELPHIA, PA

Inquirer (M)	126 [illegible]	36 [illegible]	135 [illegible]	9 [illegible]
Inquirer (S)	131 [illegible]	13 [illegible]	132 [illegible]	822
News (E)	97 [illegible]	6 [illegible]	75 [illegible]	837
Grand Total	405 [illegible]	176 [illegible]	103 [illegible]	11 [illegible]

*PHOENIX, AZ

Arizona Republic (M)	247 [illegible]	13 [illegible]	233 [illegible]	10 [illegible]
Arizona Republic (S)	138 [illegible]	[illegible]	153 [illegible]	[illegible]
Gazette (E)	238 [illegible]	13 [illegible]	235 [illegible]	11 [illegible]
Grand Total	624 [illegible]	27 [illegible]	622 [illegible]	22 [illegible]

NOTE: Figures supplied by publisher to Media Records

*RIVERSIDE, CA

Press Enterprise (M & S)	268 085	21 852	282 459	16 540
Grand Total	268 085	21 852	282 459	16 540

NOTE: Figures supplied by publisher to Media Records

*ST. LOUIS, MO

Globe Democrat (M)	114 [illegible]	37 [illegible]	111 [illegible]	38 [illegible]
Globe Democrat (W-E)	125 [illegible]	284	127 [illegible]	[illegible]
Grand Total	239 [illegible]	37 [illegible]	239 [illegible]	38 [illegible]

NOTE: Figures supplied by publisher to Media Records

ST. PAUL, MN

Pioneer Press Dispatch (AD)	107 [illegible]	[illegible]	105 [illegible]	[illegible]
Pioneer Press Dispatch (S)	109 [illegible]	[illegible]	104 [illegible]	[illegible]
Grand Total	217 [illegible]	[illegible]	209 [illegible]	[illegible]

NOTE: Part run figures not available

SAN ANTONIO, TX

Express-News (AD)	131 891	40 885	151 010	32 824
Express-News (S)	74 417	35 164	82 238	32 590
Express-News (Sat)	34 211	[illegible]	39 238	[illegible]
Light (AD)	150 369	23 871	133 589	37 452
Light (S)	94 158	4 838	72 390	36 208
Light (Sat)	30 347	1 743	31 785	[illegible]
Grand Total	515 893	106 501	510 250	139 074

NOTE: Express-News All Day and Light All Day published five days a week only

SAN DIEGO, CA

Union (M)	228 899	44 734	247 235	23 107
Union (S)	130 134	[illegible]	131 836	[illegible]
Tribune (E)	243 897	45 735	259 908	21 961
Grand Total	602 930	90 469	638 979	45 068

SAN FRANCISCO, CA

Chronicle (M)	139 060	84 871	140 812	77 434
Examiner & Chronicle (S)	79 599	38 731	77 023	41 574
Grand Total	218 659	123 602	217 835	119 008

SAN JOSE, CA

Mercury News (AD)	301 804	29 686	308 644	38 076
Mercury News (S)	142 412	[illegible]	150 317	[illegible]
Grand Total	444 216	29 686	458 961	38 076

SHREVEPORT, LA

Journal (E)	97 825	4 007	94 871	11 066
Times (M)	106 343	13 903	116 444	18 159
Times (S)	58 497	11 314	67 350	5 692
Grand Total	262 665	29 224	278 665	34 857

*STATE COLLEGE, PA

Centre Times (E)	89 512	9 886	84 362	7 182
Centre Times (S)	42 118	279	33 944	2 483
Grand Total	131 630	9 865	118 306	10 665

NOTE: Figures supplied by publisher to Media Records

SYRACUSE, NY

Herald Journal (E)	96 329	57 957	108 685	51 038
Herald American (S)	53 885	96 998	51 860	88 656
Post Standard (M)	80 867	53 191	88 184	57 094
Grand Total	231 082	208 146	248 685	196 788

*TAMPA, FL

Tribune (AD&S)	264 385	89 769	325 196	116 465
Grand Total	264 385	89 769	325 196	116 465

NOTE: Figures supplied by publisher to Media Records

*TOLEDO, OH

Blade (E)	109 [illegible]	[illegible]	112 [illegible]	[illegible]
Blade (S)	101 [illegible]	[illegible]	95 441	[illegible]
Grand Total	211 [illegible]	[illegible]	207 [illegible]	[illegible]

NOTE: Figures supplied by publisher to Media Records

WASHINGTON, DC

Post (M)	360 586	54 [illegible]	391 [illegible]	38 [illegible]
Post (S)	167 [illegible]	44 [illegible]	152 [illegible]	38 [illegible]
Grand Total	468 943	98 [illegible]	441 [illegible]	97 [illegible]

WASHINGTON, DC SUBURBAN GROUP

Alexandria Journal (M)	30 [illegible]	44	29 [illegible]	
Prince George's Journal (M)	76 [illegible]	44	64 [illegible]	263
Montgomery Journal (M)	76 [illegible]	836	66 [illegible]	787
Fairfax Journal (M)	30 [illegible]	1 [illegible]	29 [illegible]	548
Arlington Journal (M)	30 [illegible]	94	27 [illegible]	
Grand Total	4 [illegible]	2 [illegible]	147 [illegible]	2 [illegible]

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	105 [illegible]	23 [illegible]	97 [illegible]	16 541
Reporter Dispatch (S)	86 [illegible]	27 [illegible]	88 [illegible]	10 123
Grand Total	192 [illegible]	45 [illegible]	186 [illegible]	26 664

WICHITA, KS

Eagle Beacon (M)	122 455	[illegible]	117 [illegible]	[illegible]
Eagle Beacon (S)	79 [illegible]	[illegible]	76 [illegible]	[illegible]
Grand Total	202 [illegible]	[illegible]	193 [illegible]	[illegible]

NOTE: Part run figures not available

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service. Total Advertising data shown has been supplied by the publisher to Media Records and included on this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

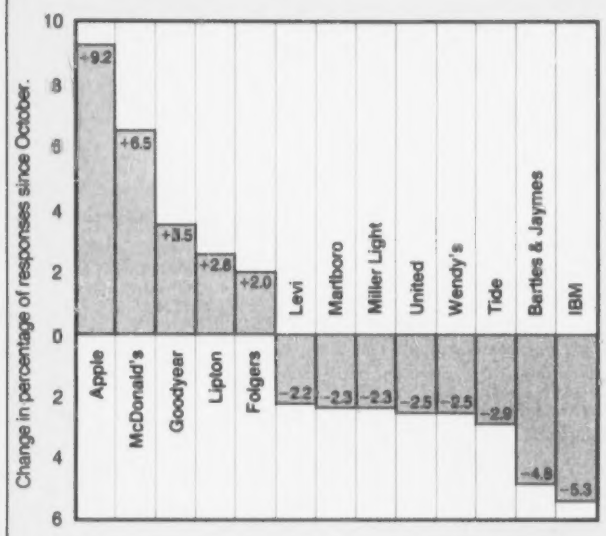
The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

SAU* is the registered trademark of the American Newspaper Publishers Association

November winners and losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? *Source: SRI Research Center Inc., Lincoln, Neb.*



adWatch

(Continued from Page 3)

second spot broke in mid-November with those dancin' raisins headlining in a construction workers' lunch box.

What makes the little critters so popular?

"God knows," said David Altschul, producer and general manager at Portland, Ore.-based Will Vinton Productions, which produced the spots (AA, Oct. 20). Foote, Cone & Belding, San Francisco, handles the raisin board.

"You can work intimately with a production, but the truth is that you never know until the box office opens or the commercial hits the airwaves if it's really a hit," Mr. Altschul said.

As for the raisin commercials, he emphasizes their "really good characters coupled with really good filmmaking and an extraordinary level of design. The characters are important, though, not the [Claymation] process."

Claymation, already used in spots for Kentucky Fried Chicken and Domino's Pizza, is "easy to put on tv and catch the eye of the viewer," Mr. Altschul said. "The trick is to develop the process enough not to distract the viewer from the message but become an integral part of the spot."

The raisins have taken on a life of their own, he said, adding, "Each raisin has its own personality, taking bits of the real people who created them.

"They're definitely cool."

Rounding out the top 10 are McDonald's, Coca-Cola, Pepsi-Cola, General Motors' Chevrolet, political advertising, Budweiser/Bud Light (Anheuser-Busch), Miller/Miller Lite, Ford and GM.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb.

Ad awareness is measured by asking a nationally projectable sample to name the advertising that first comes to mind of all seen, heard or read in the past 30 days. Consumers are queried on the first ad they remember over-all as well as in a variety of product areas. During November, 1,000 consumers were polled by telephone.

Those changes in advertising awareness that are deemed statistically significant by adWatch researchers can be attributed to more than sample variation.

Among other significant ad awareness changes in November:

- In the **fast-food** category, McDonald's Corp. survived attacks on its McD.L.T. from Burger King Corp. and Wendy's International to gain 6.5 percentage points in advertising awareness to gather 47.7% of first mentions, its highest score in 12 months. Burger King has 16.6% of first mentions and Wendy's had 6.9%.
- Apple Computer's shift to a softer approach to selling **computers** netted the company 9.2 additional percentage points of advertising awareness, for a score of 30.4%, the company's highest share of first mentions for the year.

IBM Corp. lost 5.3 percentage points of ad recall, the largest drop in November, for a score of 16.3%. Radio Shack was No. 3 with 3.8%.#

For additional information or data, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Networks

(Continued from Page 3)

off starring Lindsay Wagner, may get the compatible Monday 8:30 p.m. slot come March, some speculated, with "Designing Women" perhaps regaining its old slot an hour later.

Paul Schulman, president of the Paul Schulman Co. subsidiary of Advanswers Media Programming, praised "Houston Knights" but added, "The bottom line in the ratings race is not going to change. It's still an NBC runaway, with CBS second and ABC winning only Tuesday 8 p.m. to 10 p.m."

NBC Entertainment president Brandon Tartikoff has at least seven prospects: "Stingray," "Bronx Zoo" with Ed Asner and the sitcoms "The Days & Nights of Molly Dodd," "The Tortellis," "Sweet Surrender," "Rags to Riches" and "Me & Mrs. C."

"Remington Steele," ordered as six hours, now is being slated as three two-hour movies, the first due at 8 p.m. Jan. 5.

Among the back-up series CBS is counting on to narrow the gap with NBC is "The Cavanaughs," a comedy about an Irish Catholic family in Boston.

As most agency buyers had bet, "Stingray" will be the 8 p.m. Friday replacement for "The A-Team," as of Jan. 9, joining "Miami Vice" and "Crime Story" to offer what Mr. Schulman dubbed "a men's night of hard action" that could work for NBC like CBS' Wednesday.

Although "1986" makes its finale Dec. 30, NBC plans news specials in its 10 p.m. Tuesday slot at least through Jan. 13. "Hill Street Blues" may yet get the spot vacated by "1986," with "Bronx Zoo" a contender for 9 p.m. versus ABC's "Moonlighting."

According to some scenarios, NBC may move "Family Ties" to 8 p.m. Monday, leading into "ALF," a combination that recently drew high ratings. That would allow Lisa Bonet's spin-off sitcom a hefty sampling behind the parent "Cosby Show."

Another spinoff that could benefit from being coupled with its parent is "The Tortellis," behind "Cheers." But a few buyers, including Mr. Schulman, believe "Tortellis" may instead go to 9:30 p.m. Wednesday, to plug the hole left by the just-canceled "You Again?"

NBC has decided to introduce "The Tortellis" behind its parent series "Cheers" on Jan. 22. It then will appear Wednesdays at 9:30 p.m. behind "Gimme a Break," replacing the canceled "You Again?" This was expected by Mr. Schulman a week before the announcement.

"Rags to Riches" and "Me & Mrs. C" probably will be held for March, others added.#

Agencies

(Continued from Page 4)

terms of 1985 revenue growth. They are holding their own in a down market for advertising expenditures."

In some results for the other ad-supported media segments:

- **Broadcasting.** Cash flow growth slowed dramatically in 1985 to 6.5%, the lowest growth rate for the five-year period and substantially below the 14.3% compound annual growth rate. Cash flow margin, however, rose to a record 21.2%, and cash flow return on assets also stood at 21.2%.
- **Newspapers.** "Newspaper cash flow and profit margins have shown greater movement over the five years than all but one other segment in the ad-supported sector," Mr. Suhler said. "The newspaper segment's profit margins ranged from 13.6% in 1982 to 19% in 1985. Its cash flow margins, reflecting the impact of depreciation, moved in a 4.7% range for those same years. Only business magazines' cash flow margin displayed a greater, 5.2% percentage point movement."
- **Business and consumer magazines.** "Next to newspapers, no other segment in the communications industry uses assets as efficiently as the two magazine segments combined," said Mr. Suhler, explaining that this means that their asset base "generates both more revenue and income than the others do."

But there are differences between business and consumer magazines.

"Operating income return on assets for business magazines in 1985 was 26.2%—noticeably higher than 22.6% for consumer magazines and underscoring that the two segments indeed perform differently," Mr. Suhler observed.

"Consumer magazines' assets produce enough revenue to equal themselves once every five months, while it takes close to once every six months for business magazines."#

Miller

(Continued from Page 3)

Ed Marinaro has been enlisted to lead the expected sales upturn. Mr. Marinaro later this month becomes the featured spokesman in Miller's revamped "Made the American way" High Life campaign (AA, Dec. 29), which will be combined with a major price-reduction promotion.

The original "American way" turnaround campaign, which has aired for nearly two years (AA, Feb. 4, '85), positioned High Life as a brand with a long American heritage and "honest" quality (symbolized by several handshaking scenes).

Miller, believing that image has been conveyed successfully, now is altering the campaign to counter the perception (fostered by its clear bottle) that High Life is lighter tasting than St. Louis-based Anheuser-Busch's Budweiser, the nation's leading premium beer.

New tv commercials, themed "Seeing is believing," show Mr. Marinaro in Miller's Milwaukee brewery talking about High Life's brewing process, with special emphasis given the use of roasted malt to create a "dark and rich" beer.

Mr. Marinaro was chosen because he "is believable and straightforward," said High Life brand manager Robert Tyley.

The "Seeing is believing" message will be carried on network and spot tv, radio, print and outdoor.

Also, Miller will start a two-month national point-of-purchase promotion for High Life offering a $2-per-case refund.

The similarity between Miller's use of Mr. Marinaro and Golden, Colo.-based Adolph Coors Co.'s use of Mark Harmon as spokesman is ironic as well as obvious. Sources say Coors and its agency, Foote, Cone & Belding, Chicago, considered Mr. Marinaro for the "Coors is the one" campaign before finally tapping Mr. Harmon.#

Salada rolls tea bags

Little Falls, N.Y.—Salada Foods is introducing Salada Sweetened Tea, which it says is the first tea bag presweetened with NutraSweet, into the mid-Atlantic, Midwest and Northeast. Leo Burnett USA, Chicago, handles.

WILL JORDAN
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GENERAL PATTON
"THANK YOU!..THANK YOU!...FOR YOUR MUCH ENJOYED PERFORMANCE..HOW ENTERTAINING! YOUR PORTRAYAL AND YOUR COLORFUL MONOLOGUE."

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